

the PRESIDENT'S PAGE



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What makes a good MSU President?

The MSU Presidential election is quickly approaching. The campaign period will run from Sunday, January 19 – Thursday, January 30. Voting will take place online from January 28-30. As such, the Board of Directors thought we would share some of our thoughts and experiences with the role of MSU President, as you ponder the merits of the candidates that will shortly come before you.

Platform ideas often tend to dominate Presidential elections. But something to keep in mind is that **the platform is a relatively small part of the President's job**. A year is a long time, and the things that daily cross my desk vary widely. The President must have a holistic understanding of the organization and of student concerns, not just a couple of marquee projects or ideas they expect to implement. If a candidate puts forward an idea that you feel you must have - go with it and vote for them! But for the most part, try to step back from those big ideas and see all of what the candidate brings to the table.

That said, a platform will likely be the most direct interaction you'll have with a candidate. It's incredibly important not just for the ideas it represents, but for the other things it says about a candidate. Are they well-researched and prepared? Do they have a good understanding of what matters to students? What are their values? Do they communicate well? **The platform is more than just a set of ideas – it's an indication of the priorities and approach that will dictate a President's time in office.**



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I have seen a lot of Presidential candidates (and their platforms) come and go. Some things change, yet some things stay the same. A candidate's platform is important. It shows you what a candidate's priorities are. But it's not the most important thing - **it is more important to realize who the person is behind the platform.**

In my opinion, what makes a good Presidential candidate is their work ethic, their values and their approach to the job. Why? Platform points can be completed. But it's how the person goes about doing it that will make all the difference.



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Like the VP (Education), the MSU President is first and foremost an advocate for students to the University and government. You'll want to elect a President capable of confidently defending students, often to people who will try to shut their ideas down.

Your President needs to have a strong understanding of complex issues (some examples: Access Copyright, financial aid and quality of education) as well as being politically strategic in terms of advancing the right issues at the right time. **They must be critical and assertive, yet balance these traits with maintaining positive working relationships.** It's a tough gig.



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When looking at the qualities of a President, I suggest looking for someone that has a holistic understanding of the MSU and student life here on campus. While a candidate's platform may only briefly touch on the roles of the three Vice Presidents, the President will be looked to for leadership and guidance on key issues that will arise during the year. A Presidential platform will give you an understanding of their key projects during the year, but **experience within the MSU and student life on campus will prepare that person to handle their day-to-day responsibilities** as President and Chief Executive Officer of a multi-million dollar student-led organization.



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OPEN HOUSE AT 5:00^{PM}
PRESENTATION AT 5:30^{PM}
IN TWELVEIGHTY

Presentation followed by Q & A
with the MSU Board of Directors

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